

5.1_B

Word 1	Part of speech	Word 2	Part of speech	Words with similar meanings

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activity		task		
advertising		promotion		
aim		target		
business		company		
buy		purchase		
consumer		customer		
goods		products		
main		principal		
meet		satisfy		
needs		requirements		
outlet		store		

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Answers

Word 1	Part of speech	Word 2	Part of speech	Words with similar meanings
activity	<i>n</i> [C]	task	<i>n</i> [C]	job
advertising	<i>n</i> [U]	promotion	<i>n</i> [C/U]	a special promotion = a special offer (to promote a product)
aim	<i>n</i> [C] <i>v</i> [T/I]	target	<i>n</i> [C] <i>v</i> [T]	objective, goal
business	<i>n</i> [C/U]	company	<i>n</i> [C]	firm, organization, corporation, multinational business (U = the activity)
buy	<i>v</i> [T/I]	purchase	<i>v</i> [T/I]	get, acquire
consumer	<i>n</i> [C]	customer	<i>n</i> [C]	client (for services); shopper (for shops)
goods	<i>pl n</i> (usually seen in plural in this sense)	products	<i>pl n</i>	merchandise
main	<i>adj</i>	principal	<i>adj</i>	major, chief, key
meet	<i>v</i> [T/I]	satisfy	<i>v</i> [T/I]	fulfil (use with <i>needs</i> or <i>requirements</i>)
needs	<i>pl n</i>	requirements	<i>pl n</i>	wants
outlet	<i>n</i> [C]	store	<i>n</i> [C]	shop (can also be a verb)